



A STUDY OF MARKETING STRATEGIES ADOPTED BY ANKUR SEEDS PVT LTD IN YAVATMAL DISTRICT

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Abstract

A research driven organization, Ankur seeds is a pioneer & dynamic agricultural biotech company delivering high quality seeds for the Indian seeds market. Ankur is working on cotton, rice, okra, tomato, chili, brinjal, gourds, wheat, pigeon pea, beans and sunflower.

Introduction

"Marketing is a social managerial process by which individuals and groups obtain what they need and want, through creating, offering and exchanging products of value with others"

-Philip Kotler

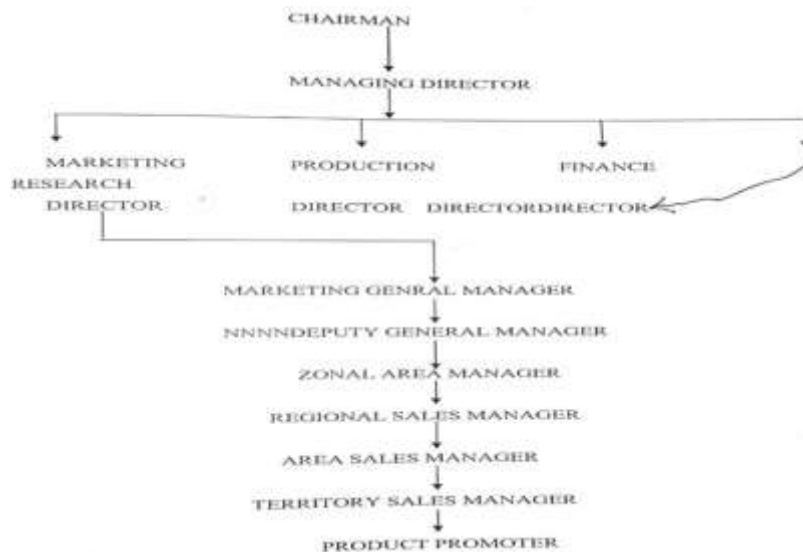
Marketing includes all those activities having to do with effecting changes in the ownership and possession of goods and services. It is that part of economics which deals with the creation of time, place and possession utilities and that phase of business activity through which human wants are satisfied, by the exchange of goods and services for some valuable consideration."

-American Marketing Association.

"Marketing consists of analyzing marketing opportunities, researching and selecting target markets, designing marketing strategies, planning marketing programs and organizing, implementing and controlling effort." Companies have to identify long and short term marketing opportunities and research the selected market by measuring and forecasting attractiveness of the given market. Having selected the market, the companies need to develop a differentiating and positioning strategy for the target market. The marketing strategy must be transformed into marketing programs by deciding on marketing expenditures and the marketing mix. The final step is organizing the marketing resources and implementing and controlling the marketing plan.

Company profile

A research driven organization, Ankur seeds is a pioneer dynamic agricultural biotech company delivering high quality seeds for the Indian seeds market. Ankur is working on cotton, rice, okra, tomato, chili, brinjal, gourds, wheat, pigeon pea, beans and sunflower. In these crops the company is breeding both varieties and hybrids suitable for different agro-climatic requirements."Ankur is well known for its varieties and hybrids in cotton, rice, okra, tomato, chili, brinjal, gourds, wheat, pigeon pea, beans."Ankur Seeds Private Limited specializes in developing high yielding seed hybrids. It commands significant market share in Indian commercial seeds and follows a tagline as "India where Agriculture is Culture".



Marketing

With a sprawling head office of over 6000 sq. Ft in Nagpur, 11 regional offices and 6 area offices Ankur has a network covering 12 major or states of India, The company periodically organizes field day programs and demonstrations in various parts of the Country to educate the farmers on the latest in agricultural practices. The company has organized seven regional demonstrations in the previous year and invited over 50,000 farmers to its programs. This activity is skillfully handled by the marketing department with a team of nearly 85 employees and a dealer/distributor network of over 300 persons. The company's policies are distributor and farmer friendly. The members of the marketing team are in close contact with the farmers from the point of sale of seeds to the time the produce is ready. The marketing staff together with the distributions and dealers provides valuable information to the farmer for helping him in optimizing his output.

Research methodology

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in systematic manner with an objective to determine various manners.

Research design

A Research Design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design may be exploratory, descriptive and experimental for the present study. The exploratory research design was adopted for this project. The respondents were randomly selected from the crowds who we have visited in the Various locations which were selected for study. The respondents were then asked questions which were prepared for the questionnaire.

Design of the study

The study was mainly conducted in three steps; Survey, data collection and analysis of the data.

The detailed steps of the research are as follows:-

1. Planning of the study
2. Preparation of Research proposal
3. Check Internal and external sources of data for preparation of questionnaire.
4. Data collection on Dealer and Retailer

Nature of research

Quantitative The. respondents were randomly selected from the crowds who we have visited the various locations which were selected for study. The respondents were then asked questions which were prepared for the questionnaire,

Nature of Analysis

Statistical: Statistics is the study of the collection, organization, analysis, and interpretation of data. It deals with all aspects of this, including the planning of data collection in terms of the design of surveys and experiments.

Sources of information

Sources of Primary Data



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1. Primary data was collected by observation of marketing and promotional activity of companies in different parts of Yavatmal district.
2. Data was collected using survey method by conducting personal interviews with farmers and retailers in Yavatmal district of Maharashtra.
3. Questionnaires were used for collection of primary data for the study.

Questionnaires: The questionnaire was a combination of both open ended and closed ended questions. Sample size is 100 respondents which are further calculated in percentage and shown graphically in various charts.

Sources of Secondary Data

The secondary source of data provided the insight to understand and define the nature of the problem. Secondary data was collected through various sources like company website, magazines, internet source, company leaflet and other sources. Various reports and article from the internet provided the information about Seeds Company.

Sampling method

In a simple random sample, one person must take a random sample from a population, and not have any order in which one chooses the specific individual.

Sample Size

100 numbers of fanners and more than 50 dealers are selected from potential areas of Yavatmal District

Tools Used for the study

Various statistical tools haveused for the study. statistical tables, charts and Diagrams are used for the presentation of the data.

Aims & Objectives of the Study

1. To study the present marketing strategies of Ankur Seeds pvt. Ltd.
2. TO know the Market share of BT Cotton of Ankur Seeds Pvt. Ltd.
3. To study the Farmers and Retailers perception about the BT Cotton of Ankur Seeds Pvt. Ltd.
4. To find out customer preference with Ankur Seeds.
5. To suggest the improved marketing strategies for of Ankur Seeds.
6. To analyze the level of awareness regarding Ankur Seeds in Yavatmal District.

Limitations

Following limitations may come while conducting the project,

1. His survey is totally dependent on response of fanners and dealers.
2. Time banter.
3. The project is mainly focused on survey of Yavatmal district. So, the outcome of the project cannot be applied for other places due to demographic and geographic differentiation.
4. Sample size is limited to 100 fanners and 50 for dealers/retailers.
5. The respondent may not respond properly due to personal bias.

Data Interpretation

Questionnaire for farmers

Σ Educational Qualification of the Farmer.

Sr.No.	Qualification	No. of farmers
1	10 th	30
2	12 th	50
3	Graduation	15
4	Post Graduate	5



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1. Age of Farmers

Sr. No.	Age of farmers in Years	No. of Farmers
1	Upto-25	10
2	26-35	30
3	36-45	40
4	Above 45	20

3 Total land holding (Acre)

Sr.No.	Land in (Acre)	No. of farmers
1	Up to 3 Acre	5
2	3 to 6	60
3	7 to 10	15
4	More than 10	20

Q.4 Type of Farming

Sr.No.	Type of farming	No. of farmers
1	Irrigated	60
2	Non-Irrigated	40

Q.5 Do you use Ankur seeds?

Sr. No.	Usage	No. of farmers
1	Yes	68
2	No	32



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Does promotion affects your buying decision.

Sr.No.	Promotional Activities	No. of farmers
1	Yes	68
2	No	32

Q5a). If yes; Please mention prominent reasons.

Sr. No.	Reasons	No. of farmers
1	Quality of seeds	30
2	Average yield per acre	20
3	Resistance to pest	18

If yes: By which media

Sr. No.	Source of media	No. of farmers
1	TV	30
2	Radio	18
3	Poster	15
4	Newspaper	05

From where you got information about Ankur seeds



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3 Have you attended any promotional activity

Sr.No	Option	No. of farmers
1	Exhibition	33
2	Demonstration	30
3	Company meetings	14
4	Field visit	23

How do you know about Ankur seeds?

Sr. No.	Awareness about Ankur seeds	No. of farmers
1	Advertisements on TV, Hoarding, Poster, Radio, Wall Painting, Newspaper	42
2	Dealer/Retailer	21

How do you rate the following Marketing strategies of the company

Sr. No.	Company	Percentage Rating
1	Product	30%
2	Price	20%
3	Promotion	45%
4	Place	5%

Conclusion

1. Ankur seeds are mostly preferred by farmers. This is because of the experience of farmers and the quality and services provided by the company.
2. The farmers mainly consider past experience while purchasing seed. They are mainly influenced by progressive farmers and friends I.e. Recommendation
3. It has been observed that the company is working more and more on the Promotion activities. Promotion activities are beneficial for farmer to get information.
4. The activity like sticking of bills. wall posters, use of mobile van creates awareness about the Ankur seeds Ltd.
5. From the analysis it is clear that the farmer purchases the Ankur seeds and thesis
6. one the main reason for its quality.
7. Ankur seed has created their brand image in the market.



8. Ankur seeds sold in all the seeds shop.
9. To make aware the farmers', advertisement is a very useful mean.
10. Most of the farmer wants demonstration, practical knowledge.
11. It has been observed that the company is organizing very few farmer visits. Hence
12. to educate the farmers it is necessary to work constantly on field visit.
13. Most of the farmers have suggested that the company should organize more
14. melavas, exhibitions and farm visits.
15. Ankur seeds have to give attention towards its product strategy.
16. Ankur seeds must pay attention towards farmer's feedback.

Suggestion

1. Ankur seeds should improve the advertisement to better in market.
2. Ankur seeds should improve the relation with farmer and offer more schemes and gins.
3. Ankur seeds should concentrate on increasing promotional activities such as field
4. demonstration, workshops, me laves and exhibitions etc. of their product.
5. Ankur seeds should also improve their distribution network because availability is most crucial factor.
6. Ankur seeds should also increase advertisement for better response. They should
7. concentrate and use on local languages.
8. Artlcur seeds should in touch of fanners for better future.
9. Ankur seeds should arrange demo plot, trial plot, and practical example in every
10. area in Yavatmal district.
11. The company should have to frequently work on Arranging campaign, mega
12. meeting for farmers.
13. Ankur must give attention towards its product variability.
14. Ankur has to capture more farmers for their sales through farmers days visit programmed.
15. Ankur seeds must emphasis on retailer's point of view to increase its sales.

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